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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/834,500	04/12/2001	Mike Cristofalo	5217.00	5803

20686 7590 10/21/2004

DORSEY & WHITNEY, LLP
INTELLECTUAL PROPERTY DEPARTMENT
370 SEVENTEENTH STREET
SUITE 4700
DENVER, CO 80202-5647

EXAMINER

LASTRA, DANIEL

ART UNIT PAPER NUMBER

3622

DATE MAILED: 10/21/2004

Please find below and/or attached an Office communication concerning this application or proceeding.



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Dorsey & Whitney, LLP
Intellectual Property Department
370 Seventeenth Street
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In re Application of)
Mike Cristofalo et al)
Application No. 09/834,500)
Filed: April 12, 2001)
US Publication No. 20020152117A1)
Published: 10/17/02)
For: SYSTEM AND METHOD FOR TARGETING)
OBJECT ORIENTED AUDIO AND VIDEO)
CONTENT TO USERS)

**NOTIFICATION OF
IDENTIFICATION OF PRIOR**

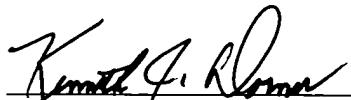
ART IN LATE PROTEST UNDER 37

C.F.R. § 1.291(a)

The protest filed March 12, 2004 under 37 CFR 1.291 was filed after the October 17, 2002 publication date of the application.

Because the protest was filed after publication of the application, it is untimely and it is not being entered in the application file. The original protest is enclosed with this letter and the duplicate copy submitted by the protestor is being destroyed in accordance with MPEP § 1901.06, Protest Filed After Allowance Or The Publication Of The Application.

If appropriate, Applicant may wish to consider submitting prior art from the protest pursuant to 37 C.F.R. §1.97 and 37 C.F.R. §1.56 during the prosecution of the application.


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Enc: Protest (5 pages)